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Mexico

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Mexico Rolls Out Electronic Sugar Marketing Platform

Report Categories:

Sugar

Approved By:

Dan Berman

Prepared By:

Dulce Flores

Report Highlights:

The Secretariat of Economy (SE) is planning to open a website that aims to create a direct marketing link between sugar users and sugar producers. This project is pending approval by the Federal Commission of Regulatory Improvement (COFEMER).

General Information:

Introduction: This report summarizes a Secretariat of Economy (SE) project for a website with a Comprehensive Service System of Information through which SE will act as a market-maker and clearinghouse between those who use sugar and those that supply sugar. The project was sent to the Federal Commission of Regulatory Improvement (COFEMER) for approval on December 28, 2011.

Disclaimer: This summary is based on a *cursory* review of the subject announcement and therefore should not, under any circumstances, be viewed as a definitive reading of the regulation in question, or of its implications for U.S. agricultural export trade interests. In the event of a discrepancy or

discrepancies between this summary and the complete regulation or announcement as published in Spanish, the latter shall prevail.

Title: Project of an Agreement to Announce a Portal of Comprehensive Service System of Information of Sugar Commercialization and the conditions to use it.

General Information:

The Secretariat of Economy (SE) plans to open a web site with a [Comprehensive Service System of Information](#) to provide a facilitation service for those who use sugar as an input in their production process and to those who produce sugar. The website will enable a systematic search to connect buyers with sugar providers in order to support a better supply chain. It will be administered exclusively by SE. The project was sent to the Federal Commission of Regulatory Improvement (COFEMER) for approval.

This System of Information is intended to be a public service linking sugar providers with sugar users to allow a systematized search of supplies by regions and states in Mexico. Interested parties will have to apply to SE for authorization to use the system and will receive an access code. Parties will have to provide several pieces of information during the registration process, such as company name, Federal Tax Register, a legal representative, monthly consumption data on a yearly basis, needs of sugar by type of sugar, and other industry information. The system is not currently designed to accommodate purchases by U.S.-based buyers.

As designed, SE will conduct a search using the information provided and deliver relevant matching results via email within 7 working days.

During COFEMER's evaluation of the project, interested parties can send their opinions or concerns to COFEMER at cofemer@cofemer.gob.mx.

For More Information

FAS/Mexico Web Site: We are available at www.mexico-usda.com or visit the FAS headquarters' home page at www.fas.usda.gov for a complete selection of FAS worldwide agricultural reporting.

FAS/Mexico YouTube Channel: Catch the latest videos of FAS Mexico at work <http://www.youtube.com/user/ATOMexicoCity>

Useful Mexican Web Sites: Mexico's equivalent to the U.S. Department of Agriculture (SAGARPA) can be found at www.sagarpa.gob.mx and Mexico's equivalent to the U.S. Department of Commerce (SE) can be found at www.economia.gob.mx. These web sites are mentioned for the readers' convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites.